

blackbook

brand guidelines | v 1.0

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introduction

this is the most recent version of the blackbook graphic manual.
this document serves as a guide for the application of brand identity.

we wish you the best on your project, do contact us with questions
or requests.

when a project is complete, submit versions of completed work in
both source file .sketch or .eps, and .pdf or image formats.

thank you,
blackbook marketing team

mechanicals available at
#collateral

brand

choice only is chaos
the rest by design

objective

manifesto

to establish the sovereignty of all digital persons
to arrest censorship, surveillance, privacy peonage,
and dependance extortion
to facilitate the creation and administration of safe
operating environments (SOEs)

axiom

(I) data is an extension of person
(II) assault of digital persons is violent
(III) all servers are compromised

company

blackbook systems

is a nevada 501(c)(3) nonprofit founded september 2015, for the purpose of distributing secure communication and document solutions under GNU v2 license.

assuming compromised digital ecosystems, blackbook packages open stack libraries into consumable platform for use by the average computer user, utilizing encryptions, distributed computing, and public audits to give clients confidence in managing their highly sensitive data and discreet operations.

blackbook systems is a virtual and hybrid organization comprised of both employed and volunteer communities, governed by meritocracy and directory board.

officers, employees, and contributors strive for a better future for all digital persons, furthering open development, decentralized participation, and transparent innovation.

serving

digital persons
networked teams
regulated market participants
unregulated market participants
governments
high networth entities
politicians
whistleblowers
celebrities

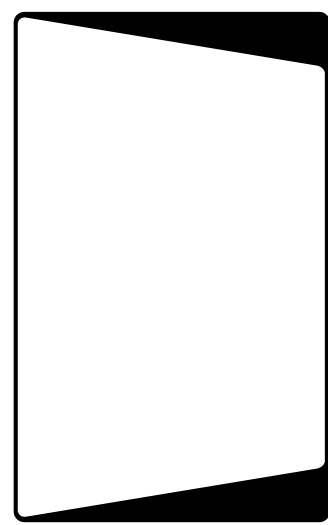
promoting

immunity
privacy
stability
ubiquity
fluidity
efficacy
synergy

logo

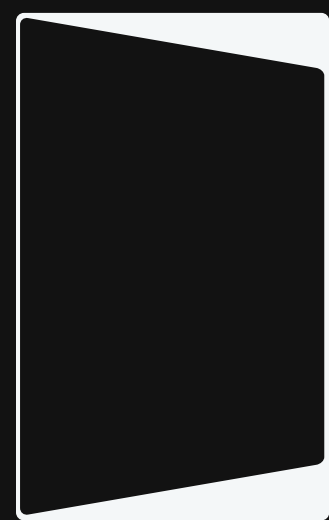
the blackbook logo is not to be manipulated in any way.
the files accompanying these guidelines are all approved
variations of the blackbook logo. refer to the following
pages for correct use, minimum size, spacing, and color.

primary logo on white



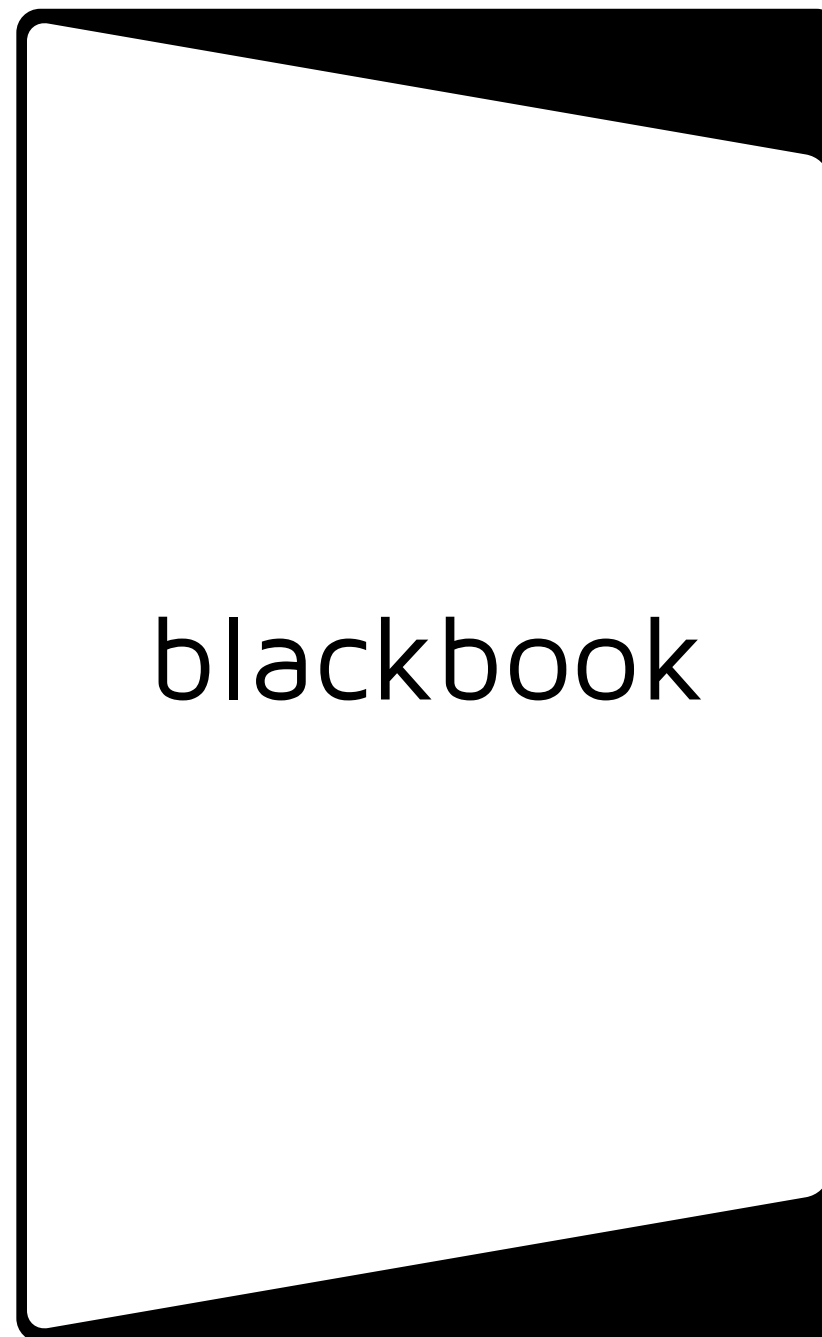
blackbook

primary logo on black

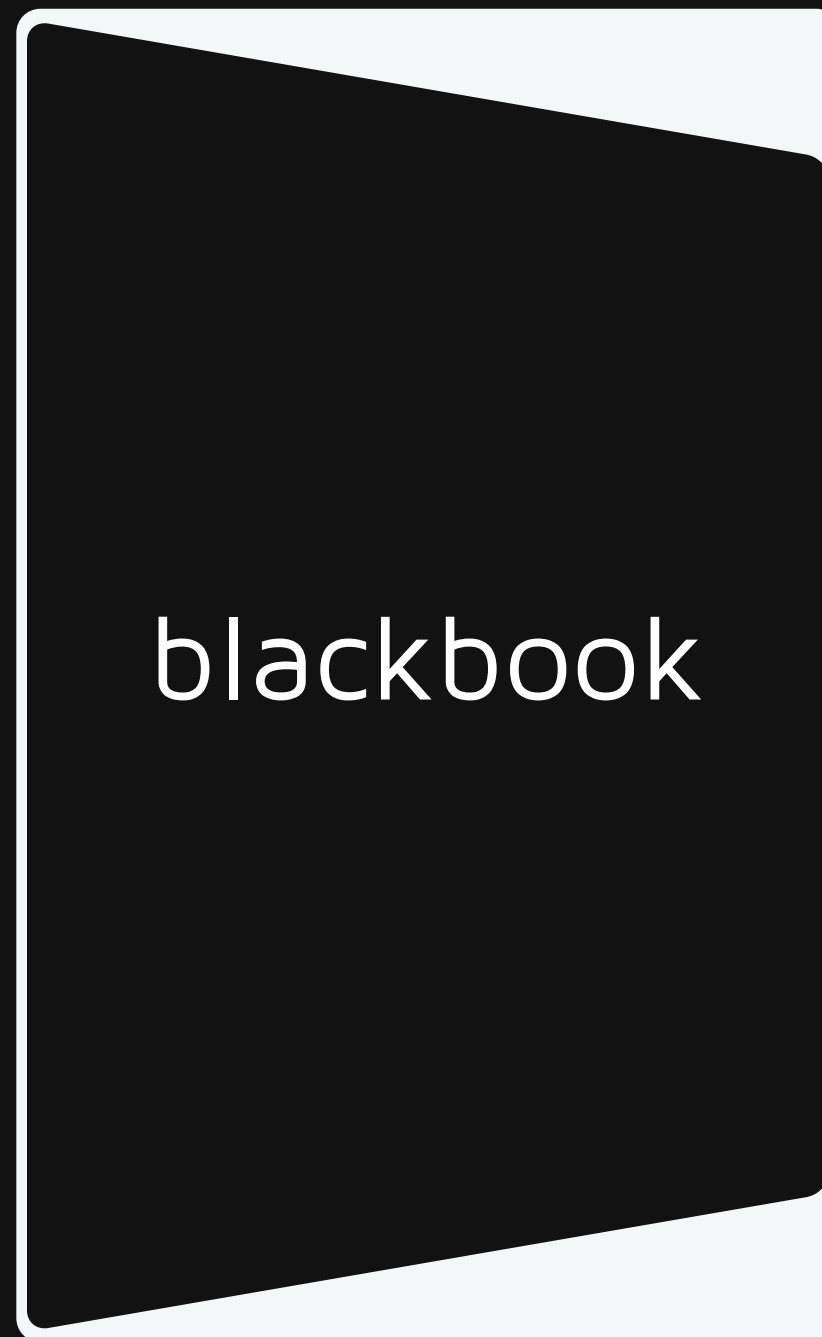


blackbook

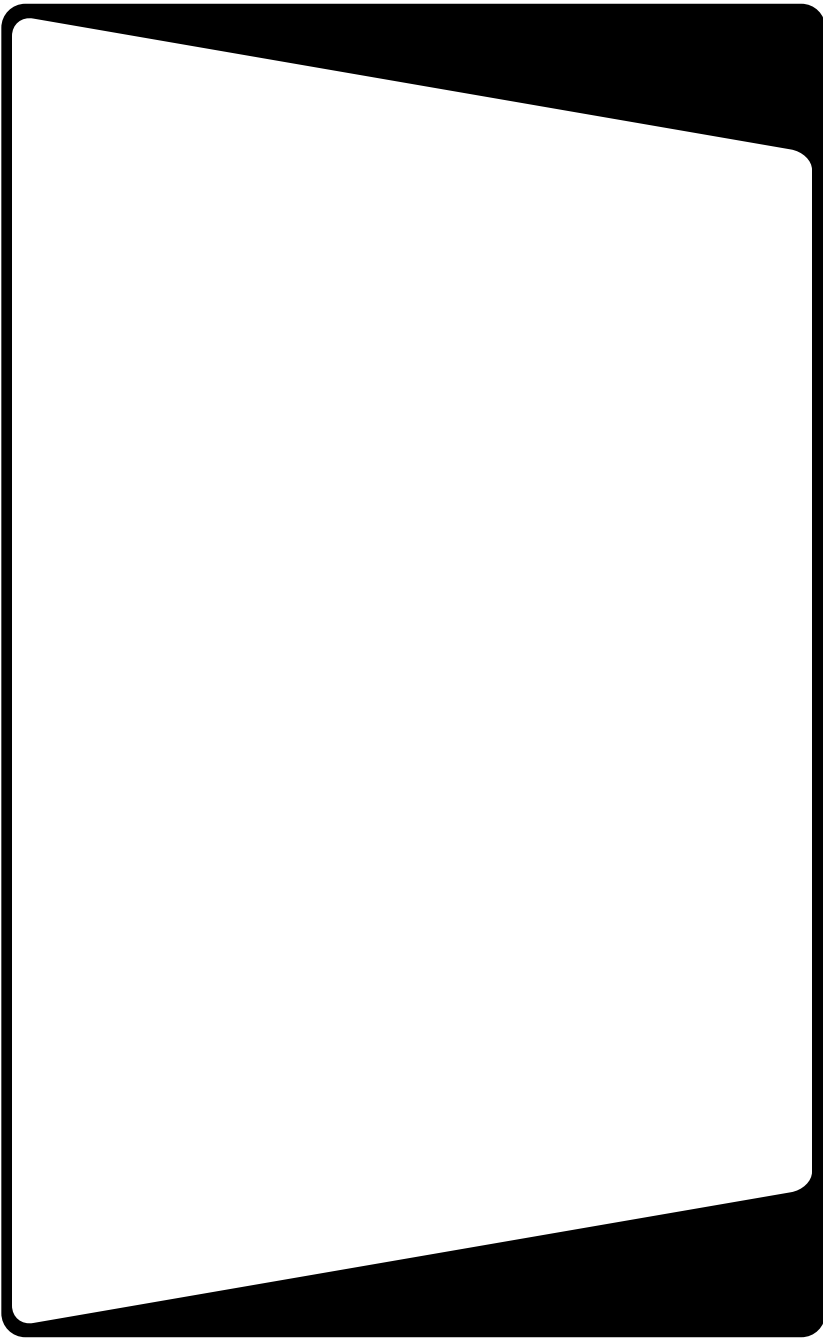
block logo on white



block logo on black



icon on white



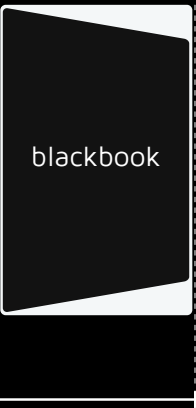
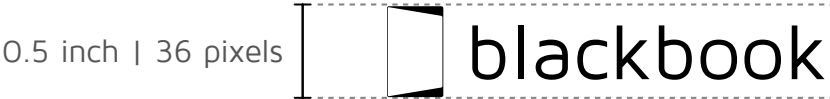
icon on black



size

primary logo minimum height is 0.5 inch
block logo minimum width is 1.0 inch

when a smaller logo is needed, defer to
the primary logo or use the icon.



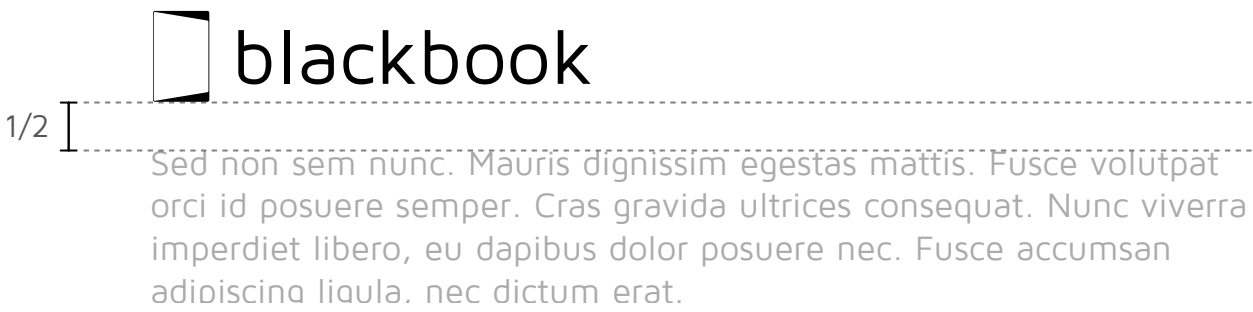
spacing

give ample space around the blackbook logo and other graphic element it is placed next to. there should be equal distance given to all edges of the logo and other elements.

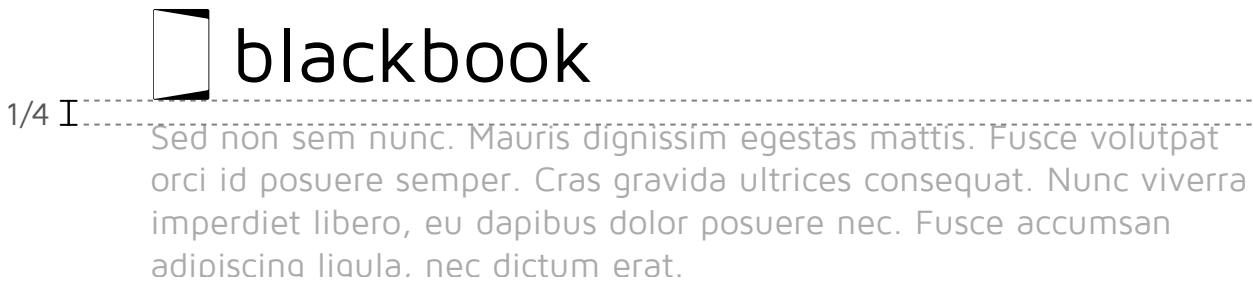
ideally, give distance equaling half the logo height between the logo and other elements. at a minimum, give at least one quarter the logo and other elements.



ideal



minimum

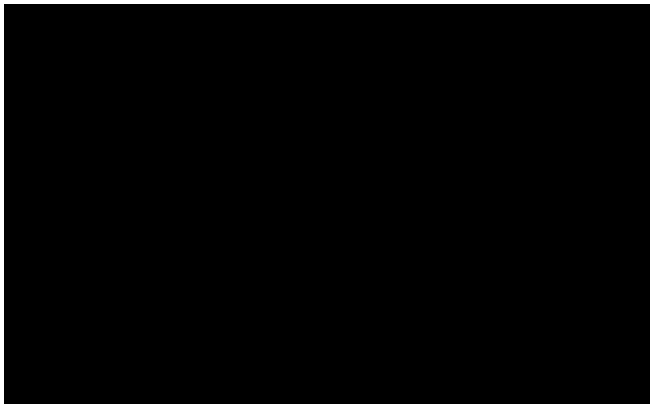


color

digital color palette

these are the primary hex colors of blackbook.

#000000



#ffc107



#4561f5



#00897b



#00bcd4



#14e715



#673ab7



#e91e63



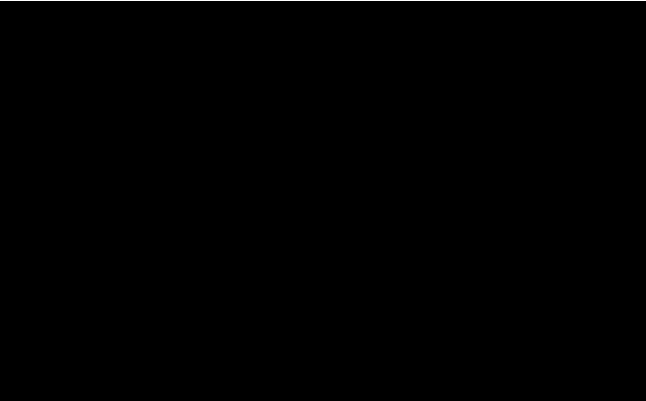
#ff5722



print color palette

these are the primary CMYK colors of blackbook.

c 0.0000
m 0.0000
y 0.0000
k 1.0000



c 0.0000
m 0.2431
y 0.9725
k 0.0000



c 0.7184
m 0.6041
y 0.0000
k 0.0392



c 1.0000
m 0.0000
y 0.1022
k 0.4627



c 1.000
m 0.1132
y 0.0000
k 0.1686



c 0.1934
m 0.0000
y 0.9091
k 0.0941



c 0.4372
m 0.6831
y 0.0000
k 0.2824



c 0.0000
m 0.8712
y 0.5751
k 0.0863

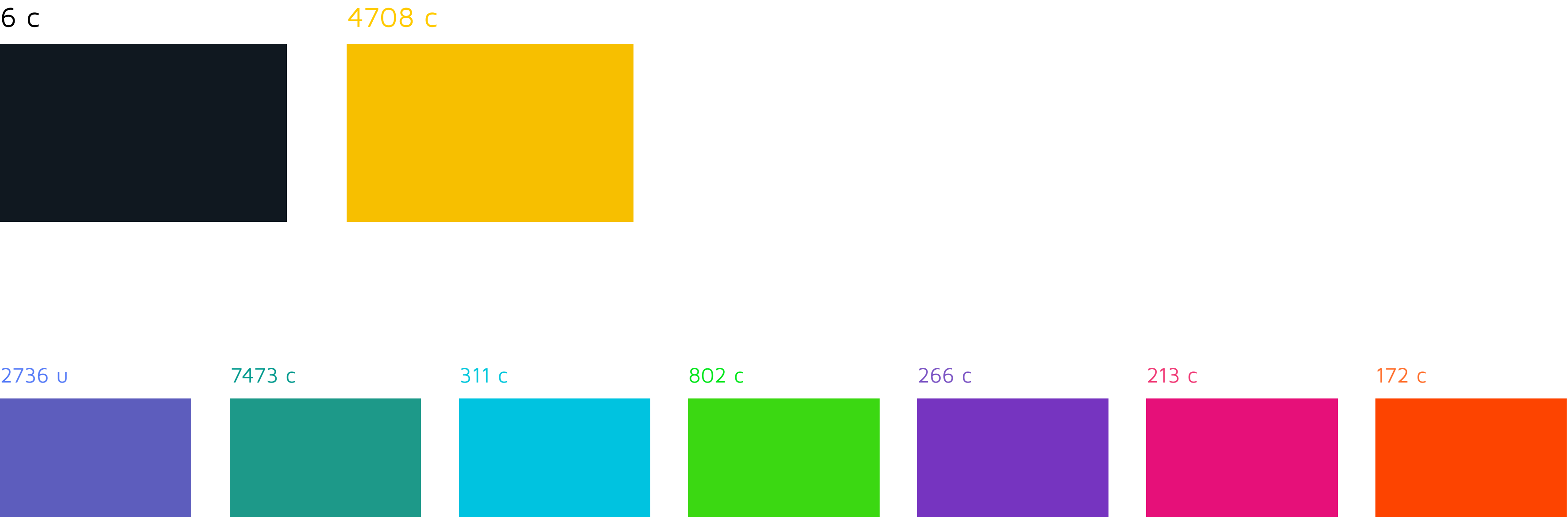


c 0.0000
m 0.6588
y 0.8667
k 0.000



pantone color palette

these are the primary pantone colors of blackbook.



typography

font

maven pro regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!@#\$%^&*+-()

maven pro medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!@#\$%^&*+-()

maven pro bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!@#\$%^&*+-()

maven pro black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!@#\$%^&*+-()

usage

text

for titles, use maven pro medium; for headlines and body use maven pro regular. where appropriate use black titles and headlines with lighter body to create visual heirarchy. using all lowercase letters is preferred except for acronyms and business names.

kerning

kerning adjustments are only made to large type sizes. all characters must be optically adjusted to have even spacing.

leading

leading preference is between 2 - 4 pts depending on on size and usage. For example, 16 pt type over 18 pt.

color

type color is dependent on background color.

for light backgrounds, headlines are black and body is grey (black 50% opacity).

for dark backgrounds, headlines are white and body is light grey (white 70% opacity).

business system

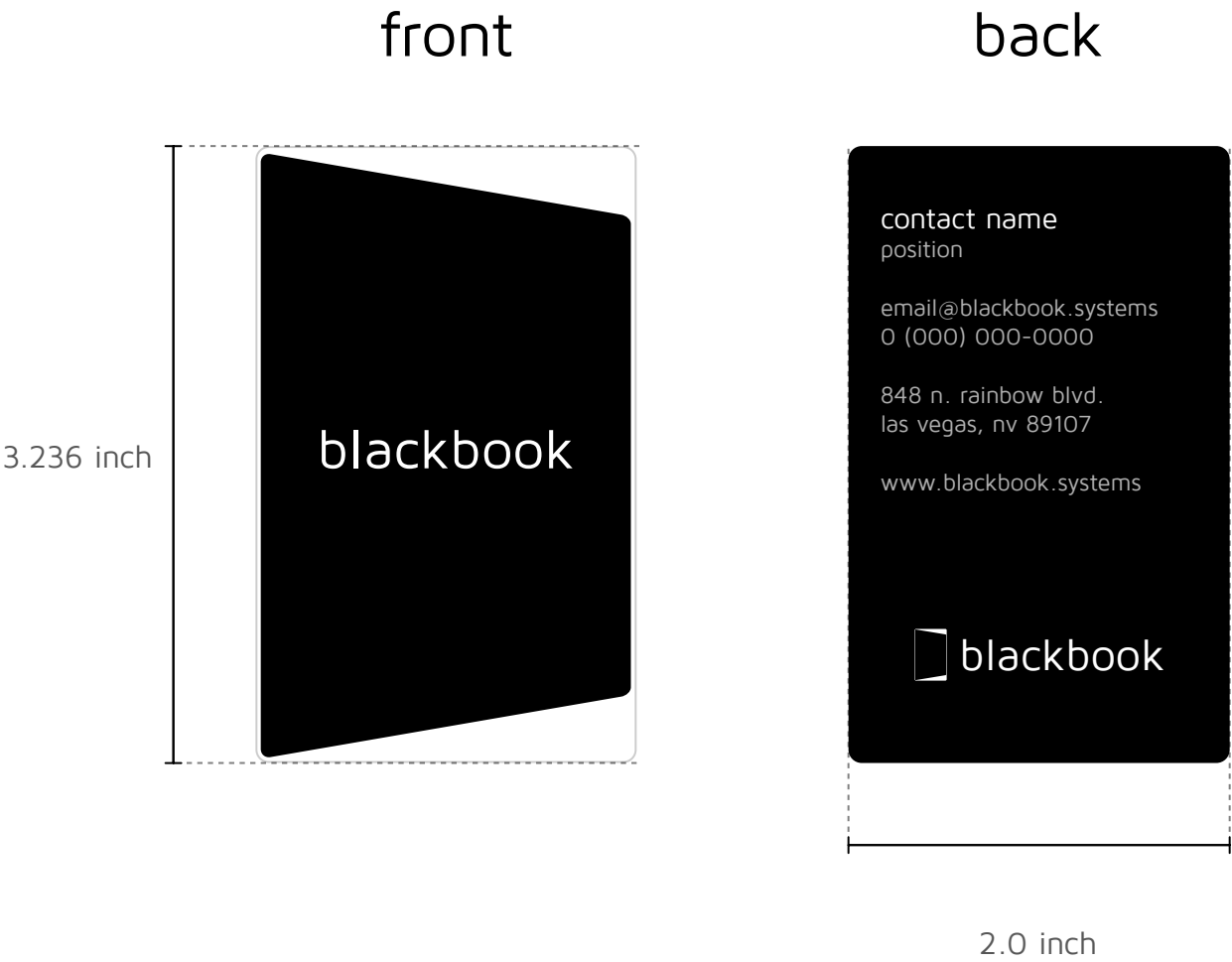
business card

this is the business card layout for blackbook personnel.
use _____ point font.

front
logo: block
color: white path on black

back
logo: primary
color: white path on black

printed digitally
color: black



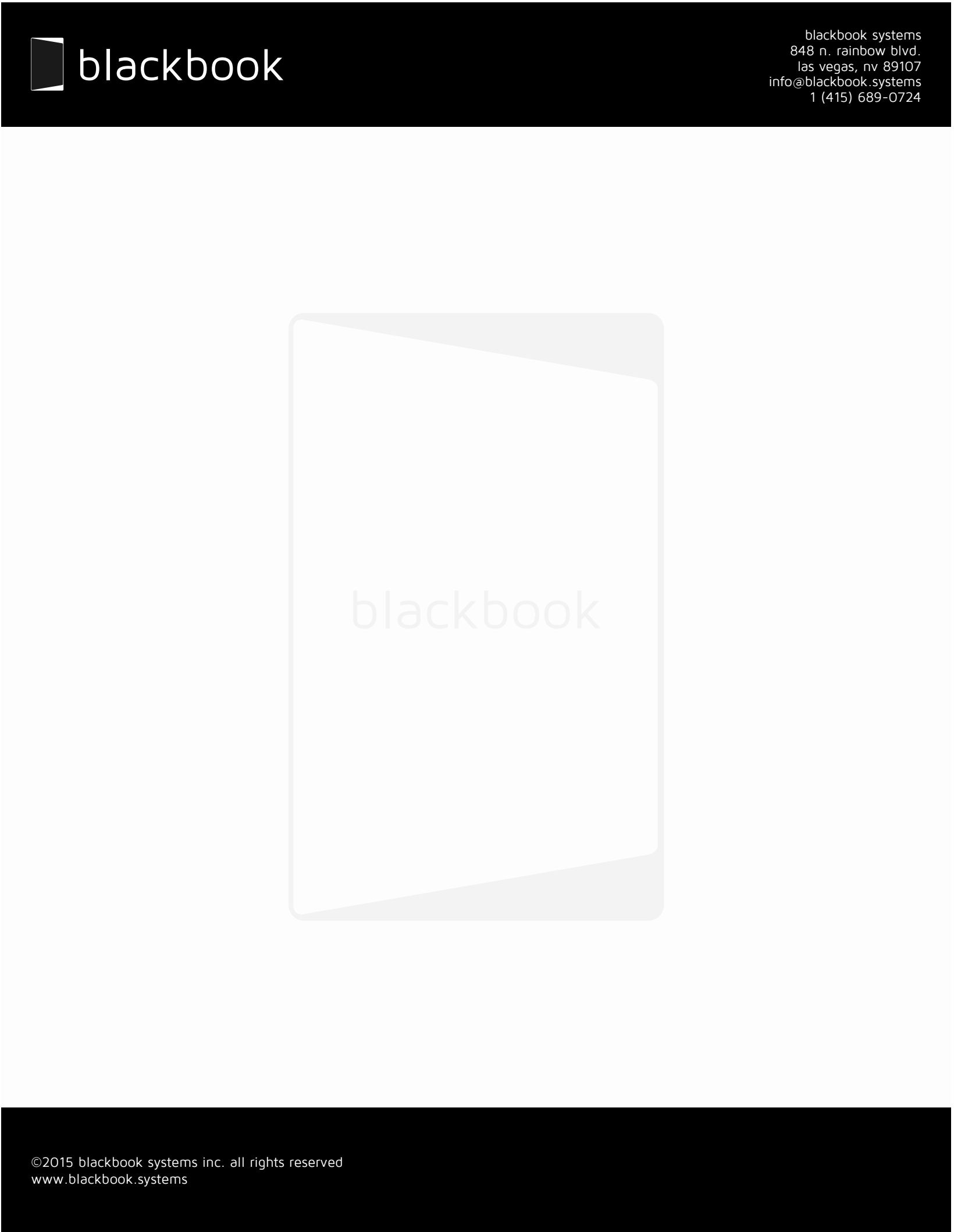
letterhead

header
logo: primary
color: white path on black

footer
color: white path on black

watermark
logo: block
color: solar white

printed digitally
color: black
watermark opacity: 4%

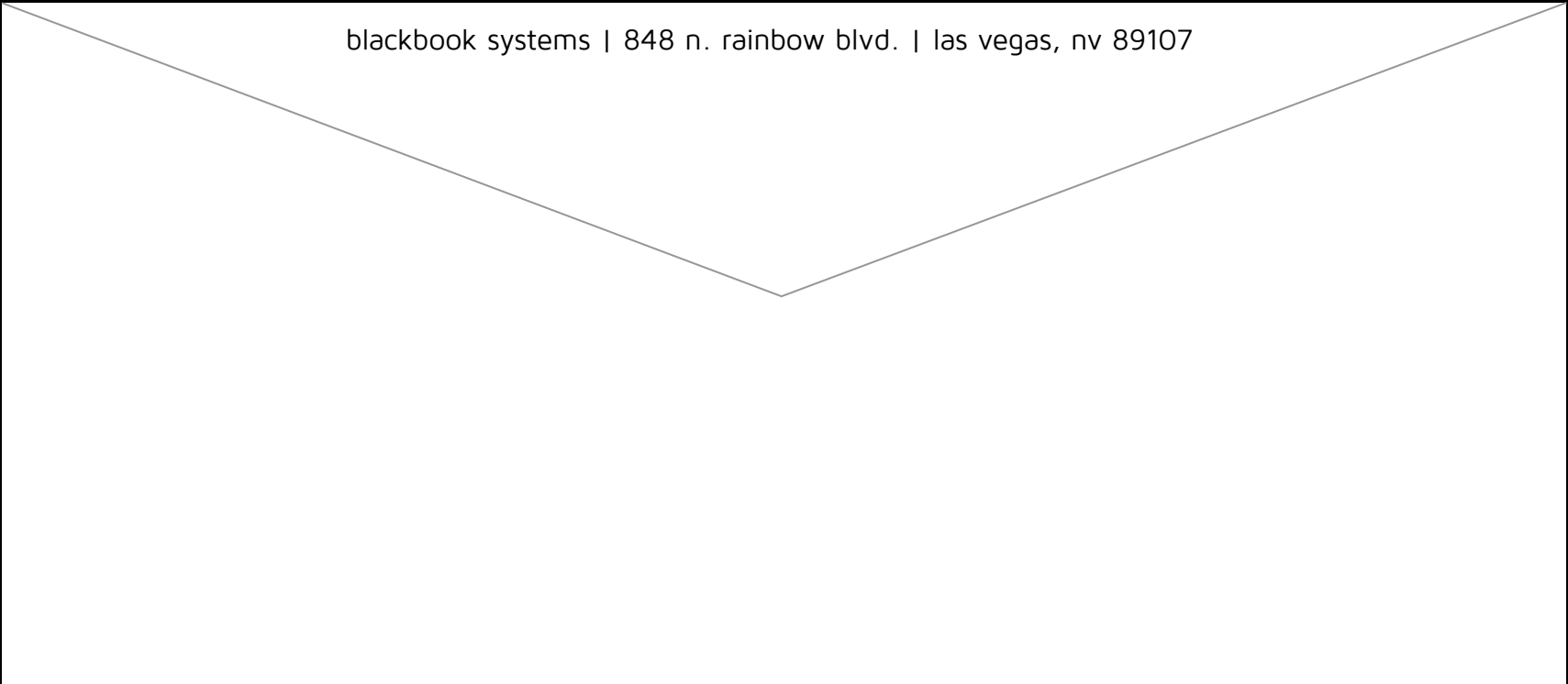


envelope

front
logo: primary
color: black

back
color: black

printed digitally
color: black



notepad

watermark

logo: block

color: solar white

printed digitally

color: black

watermark opacity: 4%



email signature

this is an example of the email signature for company personnel. choose verdana or nearest sans-serif web font and default font size.

contact name
position
blackbook systems

email@blackbook.systems
0 (000) 000-0000

www.blackbook.systems

contact

contact the blackbook marketing team
with any questions regarding appropriate
use or application of these guidelines.

#collateral
#identity
#style_guide

benjamin@blackbook.systems
+1 (415) 689-0724